

In the Claims:

Claims 1-83 (Cancelled).

84.(Currently Amended) In a system where a product marketing rebate claim is submitted by a customer to a remote processing site having stored information relating to the accounts of a plurality of customers and having stored information relating to a plurality of rebate offers each associated with one or more products, a method of evaluating the satisfaction of a rebate offer associated with one or more products purchased by a customer in a transaction identifiable by a unique transaction identifier provided to a customer by a point-of sale processor at the point of sale, the method comprising the steps of:

- (a) receiving and electronically storing at the remote processing site information relating to the accounts of a plurality of customers;
- (b) receiving and electronically storing at the remote processing site information relating to a plurality of rebate offers associated with one or more products;
- (c) electronically receiving and electronically storing at the remote processing site a record of a first transaction at the point-of-sale processor at which one or more products were purchased with which there was associated one or more rebate offers;
- (d) assigning at the point-of-sale of the purchase transaction, a unique transaction identifier for the first transaction and providing the transaction identifier to the customer
- (d)(e) receiving from the customer at the processing site subsequent to the completion of the first transaction a rebate claim comprising the unique transaction

identifier provided by the point-of-sale processor to the customer at the a point of sale;
and

(e)(f) using at the processing site the unique transaction identifier received from the customer at the processing site to electronically evaluate the satisfaction of a rebate offer associated with the products purchased in the first transaction ~~identified by the unique transaction identifier.~~

85.(Previously presented) The method of Claim 84 wherein the claim is electronically submitted by the customer; and

wherein the transaction records stored at the processing site are electronically accessed by the unique transaction identifier.

86.(Currently Amended) In a system where a product marketing rebate claim is submitted by a customer to a processing site having stored information relating to the accounts of a plurality of customers and having stored information relating to a plurality of rebate offers, a method of evaluating the satisfaction of a rebate offer associated with one or more products purchased by a customer in a transaction identifiable by a unique transaction identifier provided to a customer at the point of sale of the transaction, the method comprising the steps of:

(a) electronically receiving and storing at a processing site an electronic record of a first transaction at which one or more products were purchased with which there was associated one or more rebate offers;

(b) at the processing site receiving from the customer subsequent to the completion of the first transaction information provided to the customer at the point of sale including a the unique transaction identifier for the first transaction; and

(c) using at the processing site the unique transaction identifier received from the customer to evaluate the satisfaction of the rebate offers associated with the products purchased in the first transaction identified by the unique transaction identifier.

87. (Currently amended) The method of Claim 86 wherein there are a plurality of products purchased in the first transaction have with which there are associated a rebate offer associated therewith purchased in the transaction identified by the unique transaction identifier.

88. (Currently Amended) The method of Claim 86 wherein there a plurality of rebate offers are is associated with a product purchased in the first transaction identified by the unique transaction identifier.

89. (Previously presented) The method of Claim 86 wherein a plurality of unique transaction identifiers is received from the customer at the processing site in a single submission by the customer.

90. (Currently amended) The method of Claim 86 wherein, in addition to the unique transaction identifier, the customer is provided at the time of the first transaction with information relating to a rebate offer associated with a product purchased in the first transaction.

91. (Previously presented) The method of Claim 90 wherein the rebate offer information provided to the customer includes a dedicated accounting of products with which rebate offers are associated.

92. (Currently amended) The method of Claim 90 wherein the rebate offer information provided to the customer identifies the terms of the a rebate offer associated with a product purchased in the uniquely identified transaction.

93. (Currently amended) The method of Claim 90 wherein the rebate offer information provided to the customer includes the status of a rebate offer associated with a product purchased in the first uniquely identified transaction.

94. (Currently amended). The method of Claim 90 wherein the rebate offer information provided to the customer includes a rebate offer number associated with a product purchased in the first uniquely identified transaction.

95. (Previously presented). The method of Claim 90 wherein information in addition to the unique transaction identifier is used at the processing site.

96. (Previously presented) The method of Claim 95 wherein the information in addition to the unique transaction identifier used at the processing site includes customer identifying information.

97. (Previously presented) The method of Claim 86 wherein the unique transaction identifier is printed on a receipt generated by a point-of-sale processor at the point of sale.

98. (Previously presented) The method of Claim 86 wherein the unique transaction identifier is electronically provided to the purchaser following an on-line sale.

99. (Previously presented) The method of Claim 86 wherein the claim is electronically submitted.

100. (Previously presented) The method of Claim 86 wherein the claim is submitted by mail.

101. (Previously presented) The method of Claim 86 wherein the processing site includes distributed data processors.

Respectfully submitted,



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